

GSE Customer Council Meeting Minutes
July 8, 2003
Capitol Complex Maintenance Building

Members Present:

John Baldwin – DOC; Capt. Bob Alles – DPS; Jennifer St. John – DNR; Marcia Spangler – DPH; Mary Lawyer – IDED; Roger Johnson – Cultural Affairs; Greg Anliker – Elder Affairs; Charlie Smithson – Ethics; Ruth White – Human Rights; Peggy Sullivan – Judicial; John Bradford – Public;

Members Absent:

Mike Campbell – AFSCME

Others Present:

Mollie Anderson – DAS; Patrick Deluhery – GSE; Debbie O’Leary – GSE; Dale Schroeder – GSE (Fleet & Mail); Scott Bertness – GSE (Printing); Tim Ryburn – GSE (CCM); Dean Ibsen – GSE (Design & Construction); Bob Straker – GSE (CCM Lead Worker & AFSCME Steward); Tera Harrington – GSE (Secretary); Nancy Williams – GSE (Secretary); Patti Allen – DAS.

Introductions:

All attendees introduced themselves.

Welcome:

Mollie Anderson, Director of the Department of Administrative Services, welcomed everyone to the first meeting of the General Services Enterprise Customer Council meeting. Mollie gave a brief overview of DAS and the Customer Council’s role in assisting General Services Enterprise.

Pat Deluhery, Chief Operating Officer of General Services Enterprise, opened his remarks outlining the differences between his 24 years in the Legislature and the last several months in the Executive Branch as the Interim Director of the General Services Department. Pat noted that we are listening to our customers; we want to hear from them with their ideas and suggestions. We don’t have all the answers, but we are willing to learn and look forward to the input from the Customer Council members.

Tour:

Tim Ryburn, Administrator for the Capitol Complex Maintenance area as well as the Custodial staff, gave a brief history of CCM, and then proceeded with a tour of the facility.

General Topics:

Pat Deluhery clarified the distinction between *Leadership, Utility and Marketplace*.

Services are divided in three categories; *Leadership, Utility and Marketplace*. When the customers are the taxpayers of the State of Iowa and we get paid by the Governor and the General Assembly through a direct appropriation, it is a *Leadership* function. An illustration of that is the “Ceremonial Space” in the Capitol building. That area cannot be charged to any one agency. Instead it is funded by a direct appropriation.

Everything else was divided into two categories – *Utility and Marketplace*. The *utility* function is where a decision is made that a single provider, at least for this first year, makes the most sense for the whole enterprise. Most of our functions in General Services Enterprises are categorized as *utilities*. The customer pays for services; but the customer is given an important role in deciding the payment level and the quality of service or the level of service that is offered.

A very good way to describe the role of the Customer Council in a *utility* service, is to compare it to one of the co-ops that exist in rural Iowa – like a rural electric co-op. In a co-op, the board members govern the co-op. The board decides what improvements are made or whether the service cost is the absolute minimum.

The other category is *marketplace*. The customers are free to choose any provider they want. They can choose us, they can choose other agencies in the state or local government, or they can choose the private sector. In our department, we have determined this year that the daily trip pool (that’s the car people take out for one day or less), and the Printing Division are *marketplace*.

Marketplace services do not have a Customer Council. *Marketplace* services will be priced in order to compete. Marketplace prices will go to whatever the market place is charging. It won’t be regarded as something like the *utility* where the customer doesn’t want us charging more than it costs. *Marketplace* services charges, “whatever the market will bear.”

General Services Enterprise will provide staffing. Pat Deluhery volunteered to act as Executive Director, will set up the meetings, present options to the committee and suggest items for the agendas. He will also continually ask for help/suggestions from GSE staff.

The Chairperson will conduct the meeting and the co-chair should be able to fill in. The chairperson should also represent GSE to the Governor, DOM, and Governor’s Chief of Staff or to the Director of DAS as required.

The chairperson should also feel free to express his/her own opinion; but also fairly represent the opinions of the other members.

John Bradford (member of Public) was nominated as the Chairperson. John Baldwin (DOC) was nominated as the Vice-Chairperson.

Motion passed by a unanimous vote. Both accepted the position.

Expectations:

Identify who the customers are and what services they want. Eventually, sell our services and allow us to offer a better price.

Discussion:

John Baldwin - GSE must “sell itself”. They did it at one time, they must do it again!

Mary Lawyer – What functions are the functions of Leadership, Utility and Marketplace? Patti Allen responded that it is on the DAS website (www.das.iowa.gov). There is a page of Frequently Asked Questions, which can explain this fully. If you cannot find your answers, call Patti at 281-7056.

Next Meeting:

- Need to be monthly.
- Rates must be set in time for budgets and budget development.
- Mollie Anderson advised the Council members must understand this business, its expenses, staffing, prices and services.
- Members asked for a “break-out” of different utilities.
- Greg Anliker requested financial information including trend for the last 2 – 5 years on costs, expenditures and revenues.

Pat Deluhery thanked everyone for attending, thanked staff for putting together the brunch. Pat will work with John Bradford and John Baldwin to set a date and place for the next Customer Council meeting.

Patrick J. Deluhery, C.O.O.
General Services Enterprise

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